



Benefits

Across the board, advertisers were impressed at ESPN's vision which blended the best of print with the best of opt-in mobile promotional offers. Readers loved it too.

ESPN received close to 10,000 snapped images of their campaigns with over 1,000 images in one day!

Advertisers clearly communicating the call to action and pushing back Ring-tones and Alerts had the best response rates with readers.

Campbell's Chunky Soup Sampling Campaign had a 40% response rate and the entire issue had a great 20% response rate for all advertisers.

Over 99% of the images sent in were recognized.

ESPN The Magazine NFL Preview 2008 Issue

The Company:

With over 2 million subscribers, ESPN The Magazine is one of the leading sports publications in the world.

Objectives:

ESPN wanted to show advertisers that they are a leading edge publication and the first in the sports category willing to embrace the latest technologies to increase the response rate and efficacy of their client's print advertisements.

Solution:

With the 2008 NFL Preview Issue, one of the year's most popular issues, ESPN chose to "Snap'Tell enable" every single advertisement in the magazine. To increase awareness and participation, ESPN sent a direct mail piece to their advertiser database which resulted in over 100 participating advertisers. In addition, ESPN used house inventory to promote stellar text book advertiser campaigns and create awareness with readers. ESPN even ran an overlay promotional contest with each snap earning a chance to win a trip to the 2008 Super Bowl.

SPECIAL ADVERTISEMENT

SNAP any ad in the issue, **SEND** it to the short code or e-mail address, and **GET** cool rewards. Play now!

This isn't just the NFL preview issue, one of our most anticipated issues of the year. No, this issue is extra special for you — our readers. The following pages present an interactive experience, filled with loads of cool rewards at your fingertips. Just follow the instructions below and watch the goods roll in. Good luck, get set... Snap and Send!

ENJOY SPECIAL REWARDS FROM THESE SELECT ADVERTISERS*	
<p>PROGRESSIVE SNAP the Progressive® ad and receive a FREE SportsCenter ringtone</p> <p>SONY SNAP the Sony® VAO® ad and receive breaking news, scoring, and fantasy alerts from ESPN</p> <p>GMC SNAP the GMC® Sierra ad and receive a FREE NFL Live ringtone</p> <p>ABSOLUT SNAP the ABSOLUT® LOS ANGELES ad to receive a recipe starring the new limited edition vodka</p> <p>UNDER ARMOUR SNAP the Under Armour® ad and receive FREE standard shipping on your next order</p> <p>TOYOTA SNAP the Toyota® ad and receive breaking news, scoring, and fantasy alerts from ESPN</p> <p>WOLVERINE SNAP the Wolverine® ad and receive a FREE College Football ringtone</p>	<p>Dell SNAP the Dell® ad and receive breaking news, scoring, and fantasy alerts from ESPN</p> <p>CHUNKY SNAP the Campbell's® Chunky Soup ad and receive a FREE can of Chunky Soup</p> <p>Target SNAP the Target® ad and receive a FREE CoverStar® One Star® ringtone</p> <p>HBO SNAP the HBO® Entourage ad to receive a FREE SportsCenter ringtone and tune in to Entourage on TV</p> <p>Mobil 1 SNAP the Mobil 1 ad and receive breaking news, scoring, and fantasy alerts from ESPN</p> <p>CHAMP'S SNAP the Champ's Sports® Nike ad and receive a FREE SportsCenter ringtone</p>

Win! Everyone who participates in **SNAP, SEND, GET** will be automatically entered for the chance to win a trip for two to Tampa, Florida for the **ESPN The Magazine NEXT '09 Big Weekend Event** starting Friday, January 30, 2009*

